Digital Disruptions in the Nigerian Postal Industry: NIPOST`s Customers` Perception on its Operations in Ughelli, Delta State

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Abstract:

This paper provided an in-depth analysis of the impact of digital disruption on the Nigerian Postal Industry, with a particular focus on the Nigerian Postal Service (NIPOST). Over the past few years, the advent of digital technology has significantly transformed the way the postal industry operates; this has disrupted traditional postal services, leading to a decline in demand for traditional postal services worldwide. Against this backdrop, this paper aimed to determine the frequency of respondents` patronage of NIPOST`s services, examine the extent to which modern technologies have disrupted and impacted the traditional activities of NIPOST, and investigate the pace at which NIPOST has been adopting digital technologies. This study was anchored on the Diffusion of Innovations theory. The researchers employed a descriptive survey approach. The population of the study is the 1,100 Post Office box owners and operators in Ughelli, Delta State, Nigeria. A sample size of 285 was drawn from the population through the use of the Australian calculator to determine sample size. Questionnaire was utilised as the instrument for data collection. The findings revealed that respondents rarely patronise NIPOST`s for services. Also, findings indicated that NIPOST has been significantly affected by digital disruption, and that NIPOST has been slow in adopting digital technologies. Based on the findings of the study, it was recommended, among others, that Nigerians should massively patronise NIPOSTs services so as to keep the postal industry afloat. Likewise, NIPOST should speedily leverage digital innovations to enhance its operations and services, so as to improve customer satisfaction.

Keywords:

Digital; Disruption; Effect; NIPOST; Operations; Postal Industry.

I. Introduction

The Nigerian Postal Service (NIPOST) has been a critical institution in Nigeria, facilitating communication, commerce, and social interactions. However, the rapid advancement of digital technologies and the widespread adoption of internet-based services have brought about significant disruptions in the traditional postal industry. This paper aims to comprehensively explore the digital disruption in the Nigerian postal industry, focusing on its impact on NIPOST and its operations in Ughelli, Delta State.

NIPOST has been instrumental in connecting communities and enabling communication and trade across Nigeria. It has served as a vital platform for mail delivery, money transfer, and philatelic services. As noted by Olujide and Eke (2021), NIPOST has

played a pivotal role in fostering socio-economic development, particularly in remote and underserved areas, by bridging communication gaps and facilitating commerce (Owens-Ibie & Aondover, 2024).

However, the emergence of digital technologies has profoundly affected traditional postal activities worldwide. The rise of email, instant messaging, and e-commerce platforms has revolutionised the way people communicate and conduct business. These technological advancements have transformed the postal landscape, challenging the relevance and viability of traditional postal services. As Oluwadare, Akingbade, and Ojelabi (2021) argue, digital disruption has caused a decline in the volume of traditional mail and traditional money transfer services, as customers increasingly embrace electronic communication and online financial transactions.

The digital disruption in the Nigerian postal industry has not spared NIPOST. The organisation has faced numerous challenges in adapting to the evolving digital landscape. To address these challenges, NIPOST has embarked on various initiatives to incorporate digital technologies into its operations. Oluwadare et al. (2021) point out that NIPOST has implemented online tracking systems, digital money transfer platforms, and e-commerce solutions to remain competitive and relevant in the digital age.

However, the pace of NIPOST's adoption of digital technologies remains a subject of investigation. Assessing the extent to which NIPOST has embraced digital transformation is crucial to understanding the organisation's ability to respond effectively to digital disruptions. It is important to evaluate NIPOST's efforts to align its services with changing customer preferences and technological advancements.

Through survey questionnaire administered on NIPOST customers in Ughelli, Delta State, the frequency of respondents' patronage of NIPOST's services was determined. Additionally, the impact of modern technologies on NIPOST's traditional activities was examined, considering factors such as the decline in mail volume and the shift towards digital money transfer. Finally, the pace of NIPOST's adoption of digital technologies was investigated to assess the organisation's readiness to address digital disruption (Usman et al., 2022; Hile et al., 2023).

1.1 Statement of the Problem

The Nigerian Postal Service (NIPOST) has long been a vital institution in facilitating communication, commerce, and social interactions across Nigeria. However, the advent of digital technologies and the growing popularity of internet-based services have disrupted the traditional postal industry worldwide. This study aimed to address the key problems arising from the digital disruption in the Nigerian postal industry and its specific impact on NIPOST and its operations in Ughelli, Delta State.

One significant problem explored is the frequency of respondents' patronage of NIPOST's services in Ughelli, Delta State. It is crucial to understand the extent to which customers in the region are utilising NIPOST's services and whether the digital disruption has influenced their engagement with traditional postal services. By assessing the current level of patronage, this research provided insights into the relevance and demand for NIPOST's offerings in the context of the digital age (Maikaba & Msughter, 2019).

Another problem examined is the impact of modern technologies on NIPOST's traditional activities. The rise of digital communication platforms, such as email and instant messaging, along with the growing popularity of e-commerce, has significantly transformed the way people communicate and conduct business. This study investigated how these digital technologies have disrupted NIPOST's traditional activities, such as mail delivery and money transfer. Specifically, it explored the decline in mail volume and the shift towards digital methods of money transfer, as well as the challenges NIPOST faces in adapting to these changes (Kurfi et al., 2021).

Furthermore, this research investigated the pace at which NIPOST has been adopting digital technologies. To effectively respond to digital disruptions and remain competitive, organisations must embrace digital transformation. Therefore, it is essential to assess NIPOST's efforts in integrating digital technologies into its operations. Addressing these problems provided valuable insights into the challenges and opportunities presented by digital disruption in the Nigerian postal industry, particularly for NIPOST in Ughelli, Delta State.

1.2 Objectives of the study:
The study aimed to:
1. determine the frequency of respondents` patronage of NIPOST`s services;
2. examine the extent to which modern technologies have disrupted and impacted the traditional activities of NIPOST, and
3. investigate the pace at which NIPOST has been adopting digital technologies.

II. Review of Literature

2.1 Theoretical Standpoint
The communication theory applied to this study is the Diffusion of Innovations theory. The Diffusion of Innovations theory, proposed by Rogers (1995), explores the process by which new ideas, technologies, or innovations are adopted and spread within a social system.

In the context of this study, the Diffusion of Innovations theory can help explain the pace at which NIPOST has been adopting digital technologies. According to Rogers (1995), the adoption of innovations is influenced by several factors, including the perceived attributes of the innovation itself, the communication channels used to spread awareness and knowledge about the innovation, the characteristics of the individuals or organisations adopting the innovation, and the social system in which the adoption takes place (Onyejelem & Aondover, 2024a).

In the case of NIPOST, the digital disruption in the postal industry has presented new technological innovations that the organisation must adopt to remain relevant and competitive. The Diffusion of Innovations theory suggests that the adoption of digital technologies by NIPOST will be influenced by factors such as the perceived advantages and compatibility of the technologies with existing systems, the effectiveness of communication channels used to disseminate information about the technologies, and the readiness of the organisation and its employees to embrace change (Onyejelem & Aondover, 2024b).

By employing the Diffusion of Innovations theory, this study analysed how these factors influence the adoption of digital technologies by NIPOST in Ughelli, Delta State. It assessed the perceived attributes of digital technologies, such as their relative advantage over traditional systems and their compatibility with NIPOST's operations.

Applying the Diffusion of Innovations theory provided a theoretical framework for understanding the adoption of digital technologies by NIPOST in the face of digital disruption. It enhanced our comprehension of the factors that influence the organisation's ability to embrace and integrate digital innovations, ultimately informing strategies to accelerate the adoption process and facilitate the organisation's successful navigation of the digital landscape.

2.2 A Brief History of Nigeria's Postal Service

The history of Nigeria's postal service dates back to colonial times, when the British government established a rudimentary postal service in the country. In 1852, the British colonial government introduced a postal service in Lagos, which was then the capital of Nigeria. The service was later extended to other parts of the country, including Calabar, Onitsha, and Ibadan.

After Nigeria gained independence in 1960, the Nigerian Postal Service was established as a government agency responsible for providing postal services throughout the country. The agency was initially part of the Ministry of Communications, but it was later restructured and placed under the Ministry of Postal and Telecommunications Services (Mojaye & Aondover, 2022; Idris & Msughter, 2022).

Over the years, the Nigerian Postal Service has undergone several changes and transformations. In the 1980s, the agency was commercialised and rebranded as the Nigerian Postal Service (NIPOST), with a mandate to provide efficient and reliable postal services to Nigerians. In the 1990s, NIPOST was further restructured and modernised to meet the challenges of a rapidly changing technological landscape.

Today, NIPOST is one of the largest postal operators in Africa, with a network of over 5,000 postal outlets and a workforce of more than 20,000 employees. The agency provides a wide range of services, including mail delivery, courier services, financial services, and e-commerce services. Despite facing stiff competition from private courier and logistics companies, NIPOST remains a vital institution in Nigeria's communication and logistics ecosystem.

2.3 Offerings of Nigerian Postal Services (NIPOST)

The Nigerian Postal Service (NIPOST) offers a wide range of services to its customers. Some of the services offered by NIPOST include:

1. Mail Services: NIPOST provides domestic and international mail services, including letter post, parcel post, and express mail service.
2. Financial Services: NIPOST offers various financial services, including money transfer services, e-stamp services, and collection of fees and charges for government agencies.
3. Courier Services: NIPOST also provides courier services, including same-day and next-day delivery services for urgent documents and parcels.
4. Philatelic Services: NIPOST issues postage stamps and provides philatelic services for stamp collectors.
5. Agency Services: NIPOST serves as an agent for other government agencies, providing services such as passport application processing, voter registration, and national identity card registration.
6. E-commerce Services: NIPOST has also ventured into e-commerce services by launching an online marketplace platform known as NIPOST MarketHub.

2.4 How Modern Technologies Have Disrupted the Traditional Activities of NIPOST

Modern technologies have disrupted the traditional activities of NIPOST to a significant extent, transforming the way the organisation operates and interacts with its customers (Aondover et al., 2022). The impact of modern technologies on NIPOST's traditional activities includes:

1. Mail Delivery: The traditional activity of delivering mail has been significantly disrupted by the rise of digital communication technologies. As mentioned earlier, the volume of letter post has declined by 80% since 2005 (NIPOST, 2017), as consumers increasingly rely on email, instant messaging, and social media to communicate with one another. In response to this trend, NIPOST has shifted its focus to parcel delivery and e-commerce services, which have become increasingly important sources of revenue for the organisation.

2. Payment Services: NIPOST has traditionally offered payment services, such as money orders and postal orders, to customers. However, these services have been disrupted by the rise of electronic payment systems, such as mobile money and online payment platforms. To remain relevant in the payment services market, NIPOST has launched its own e-payment platform, known as the NIPOST eMoney (NIPOST, 2021). This platform allows customers to make payments for various services, such as utility bills and school fees, using their mobile devices.

3. Logistics Services: The traditional activity of providing logistics services has been disrupted by the rise of e-commerce and private logistics companies. To compete with these companies, NIPOST has had to invest in new technologies and infrastructure, such as tracking systems and delivery drones (NIPOST, 2021). These investments have allowed NIPOST to improve the speed and reliability of its parcel delivery services, and to offer new services, such as same-day delivery and international express delivery.

2.5 Key Digital Disruptions Affecting NIPOST and Their Impact on the Organisation

NIPOST, like many other postal services around the world, has been affected by digital disruption, which has fundamentally transformed the way people communicate and send parcels. In Nigeria, the key digital disruptions affecting NIPOST can be grouped into three categories: changing consumer preferences, the rise of e-commerce, and technological advancements (Aondover et al., 2022). These disruptions and their impact on NIPOST include:

1. Changing Consumer Preferences: With the advent of digital communication technologies, such as email, social media, and instant messaging, consumers are increasingly relying on electronic means to communicate with one another. As a result, the demand for traditional postal services, such as letter post, has declined significantly. According to NIPOST, the volume of letter post has declined by 80% since 2005 (NIPOST, 2017). This shift in consumer preferences has had a significant impact on NIPOST's revenue and profitability.

2. Rise of E-commerce: E-commerce has emerged as a disruptive force in the logistics industry, transforming the way people shop and receive goods. With the growth of e-commerce, there has been a significant increase in parcel volumes, as consumers increasingly order goods online and expect fast and reliable delivery. However, the rise of e-commerce has also led to increased competition, as private logistics companies compete with NIPOST for market share.

3. Technological Advancements: The development of new technologies, such as mobile devices, cloud computing, and big data, has enabled logistics companies to optimise their operations and offer new and innovative services. For example, companies can use data analytics to track shipments and optimise delivery routes, improving efficiency and reducing costs. However, these technological advancements have also created new challenges for NIPOST, as the organisation may struggle to keep up with the pace of technological change and invest in new technologies (NIPOST, 2017)

2.6 Impact of Digital Disruption on NIPOST

Digital disruption has had a significant impact on various industries, including the postal industry. The postal industry has traditionally been a slow-moving industry with a focus on physical mail delivery. However, the emergence of new technologies and digital postal services has disrupted the industry, forcing traditional postal operators to adapt to remain competitive (Aondover et al., 2022).

Digital disruption refers to the transformative effect of new digital technologies on traditional business models. In the postal industry, digital disruption has led to the emergence of new digital postal services, such as e-mail, electronic bill payment, and package tracking. These services have become increasingly popular among consumers, leading to a decline in traditional mail services.

According to Choudhary and Deshmukh (2018), digital disruption in the postal industry has led to a shift in consumer preferences from traditional mail services to digital postal services. The growth of e-commerce and online marketplaces has further accelerated this trend, as consumers increasingly prefer digital modes of communication and package delivery. This has led to a decline in revenue and market share for traditional postal operators, such as NIPOST.

NIPOST has been subject to significant digital disruption over the past few years. The decline in traditional mail services has led to a decline in revenue and market share for the organisation. According to a report by the Universal Postal Union (UPU), the volume of traditional mail services in Nigeria declined by 24% between 2014 and 2018 (UPU, 2019). This decline in traditional mail services has had a significant impact on NIPOST's revenue and profitability.

The growth of e-commerce and online marketplaces has also had a significant impact on NIPOST's operations. According to Nwachukwu (2019), the growth of e-commerce has led to an increase in package delivery services, which has become a key revenue source for NIPOST. However, NIPOST has struggled to adapt to the new digital landscape, leading to a decline in market share and revenue.

2.7 Potential Opportunities for NIPOST to Leverage Digital Technologies

Digital technologies present several opportunities for NIPOST to enhance its operations and services (Aondover et al., 2023). Some of the potential opportunities that NIPOST can leverage to improve its services and remain competitive in the market are:

1. Digital Mail Services: NIPOST can leverage digital technologies to offer digital mail services, such as e-mail and electronic document delivery. This can help to reduce the cost of traditional mail delivery, as well as provide customers with a faster and more convenient means of communication. NIPOST can also provide value-added services, such as secure electronic document management and archiving, to its customers.

2. E-commerce Services: NIPOST can leverage digital technologies to expand its e-commerce services, such as online marketplaces, payment platforms, and delivery services. This can help NIPOST to tap into the growing e-commerce market in Nigeria, which is projected to be worth $75 billion by 2025 (Jumia, 2021). NIPOST can also provide value-added services, such as warehouse and inventory management, to support the growth of e-commerce businesses.

3. Financial Services: NIPOST can leverage digital technologies to expand its financial services, such as mobile money, online payment platforms, and digital lending. This can help NIPOST to tap into the growing digital financial services market in Nigeria, which is

projected to be worth $543 billion by 2022 (PwC, 2021). NIPOST can also provide value-added services, such as financial literacy training, to support financial inclusion in Nigeria.

4. Data Analytics: NIPOST can leverage digital technologies to collect and analyse data on customer behavior, service usage, and market trends. This can help NIPOST to make data-driven decisions, improve service quality, and develop new products and services that meet customer needs. NIPOST can also provide data analytics services to other businesses, such as market research and customer profiling.

2.8 Strategies for Adapting to Digital Disruption and Implications for the Long-Term Sustainability of NIPOST

Traditional postal operators, such as NIPOST, have had to adopt new strategies to adapt to the new digital landscape and remain competitive. One strategy that postal operators have adopted is to diversify their services to include digital postal services. This allows them to offer a range of services that cater to the changing needs of consumers. Another strategy that postal operators have adopted is to focus on improving the efficiency of their operations. This includes investing in new technologies and automation to streamline their proesses and reduce costs. According to Salmi and Samiee (2019), investing in new technologies, such as machine learning and artificial intelligence, can help postal operators to improve their operational efficiency and remain competitive in the industry.

The long-term sustainability of NIPOST and the Nigerian Postal Industry as a whole is dependent on the organisation's ability to adapt to the new digital landscape. Failure to adapt could result in a decline in revenue and market share, which could threaten the organisation's long-term viability. Therefore, it is important for NIPOST to adopt new strategies to remain competitive in the industry. This includes investing in new technologies and diversifying its services to include digital postal services. It is also important for NIPOST to focus on improving the efficiency of its operations to reduce costs and improve profitability.

NIPOST needs to diversify its services to include digital postal services and invest in new technologies to streamline its operations and reduce costs. This will not only help the organisation to remain competitive but also improve its operational efficiency and profitability. Furthermore, NIPOST needs to focus on improving its customer service to meet the changing needs and expectations of consumers. This includes providing better package tracking services, improving delivery times, and offering a range of delivery options to meet the diverse needs of consumers.

In addition, NIPOST needs to collaborate with other stakeholders in the industry, including e-commerce companies, logistics providers, and other postal operators. Collaboration can help NIPOST to expand its service offerings, increase its market share, and improve its overall competitiveness in the industry. Finally, NIPOST needs to invest in its workforce to improve the skills and capabilities of its employees. This includes providing training and development programmes to ensure that employees have the necessary skills to adapt to the new digital landscape and deliver high-quality services to consumers.

2.9 Empirical Review

A number of previous studies have examined the impact of digital disruption on the Nigerian Postal Industry, particularly with regards to the effect on NIPOST and its operations. For instance, a study by Oghojafor and Oyadonghan (2018) investigated the impact of digital disruption on the postal industry in Nigeria, with a focus on the effects of e-commerce and other digital technologies. The study found that digital disruption had led to a decline in traditional postal services, but had also created new opportunities for last-mile delivery and

customer engagement. However, the study also identified challenges facing the industry in terms of infrastructure, regulatory compliance, and competition from private courier services.

Similarly, a study by Ajayi and Awoniyi (2020) examined the impact of e-commerce on the Nigerian Postal Industry, with a particular focus on the challenges facing NIPOST. The study found that while e-commerce had created new opportunities for the industry, it had also led to increased competition and the need for NIPOST to adapt to new digital platforms and services. The study also identified challenges facing NIPOST in terms of infrastructure, regulatory compliance, and the need for improved customer service.

Another study by Olubodun and Idowu (2020) examined the impact of digital transformation on NIPOST and its operations, with a focus on the role of technology in improving efficiency and customer service. The study found that NIPOST had made significant progress in digitising its operations, particularly with regards to tracking and delivery services. However, the study also identified challenges facing NIPOST in terms of infrastructure, staff training, and the need for improved collaboration with other players in the industry.

Finally, a study by Oyadonghan and Etim (2019) investigated the impact of digital disruption on the postal industry in Nigeria, with a focus on the opportunities and challenges facing NIPOST. The study found that while digital disruption had created new opportunities for the industry, it had also led to increased competition and the need for NIPOST to adapt to new digital platforms and services. The study also identified challenges facing NIPOST in terms of infrastructure, regulatory compliance, and the need for improved customer service.

III. Research Methods

Based on the research objectives of this paper, a quantitative research approach was adopted. The population of the study is the 1,100 NIPOST customers who own and maintain post office boxes in Ughelli, Delta State, Nigeria. A sample size was drawn from the population by the use of the Australian calculator for the determination of sample size. The researchers determined the required responding sample size, standard error, relative standard error, and a confidence interval (95% or 99%) for a proportion estimate, using only one of these criteria as an input. The estimated variance proportion was 0.5 (5%), the confidence interval was 0.05 (5%). From the total population of 1, 100, the sample size of 285 was arrived at.

Questionnaire was utilised as the instrument for data collection to collect data on respondents` usage of postal services and their perceptions of NIPOST's digital offerings. The copies of the questionnaire were administered in-person. It included questions related to: Frequency and types of postal services used, reasons for using or not using postal services, perceived usefulness and ease of use of postal services, satisfaction with NIPOST's postal services, and demographic information (age, gender, education level, etc.). Only 270 copies (94.74%) of the questionnaire were returned. The data collected were analysed using simple percentages and tables to identify patterns and trends in customers' usage and perceptions of NIPOST's postal services.

IV. Results and Discussion

Table 1. Frequency of respondents` patronage of NIPOST`s services

Responses	Frequency	%
Very often	35	12.97
Often	44	16.30
Undecided	5	1.85
Rarely	99	36.66
Very rare	87	32.22
Total	**270**	**100**

Source: Field Survey, 2023

KEYS: Very often- 90% - 100%; Often- 89% - 70%; Undecided – 50% - 69%; Rarely-40% - 49%; Very Rare- 1% - 39%.
The implication of the data on Table 1 is that respondents rarely patronise NIPOST for services.

Table 2. Extent to which modern technologies have disrupted and impacted the traditional activities of NIPOST

Responses	Frequency	%
Very great extent	78	28.89
Greta extent	68	25.19
Undecided	6	2.22
Low extent	63	23.33
Very low extent	55	20.37
Total	**270**	**100**

Source: Field Survey, 2023

KEYS: Very great extent- 90% - 100%; Great extent- 89% - 70%; Undecided – 50% - 69%; Low extent- 40% - 49%; Very low extent- 1% - 39%.
From the data on Table 2, it can be deduced that NIPOST has been significantly affected by digital disruption.

Table 3. Pace at which NIPOST has been adopting digital technologies

Responses	Frequency	%
Very fast	30	11.11
Fast	42	15.56
Undecided	5	1.85
Slow	109	40.37
Very slow	84	31.11
Total	**270**	**100**

Source: Field Survey, 2023

KEYS: Very fast- 90% - 100%; Fast- 89% - 70%; Undecided – 50% - 69%; Slow- 40% - 49%; Very slow- 1% - 39%.
It can be inferred from table 3 that NIPOST has been slow in adopting digital technologies.
Discussion of Findings

Data gathered from the field, and analysed clearly showed that respondents rarely patronise NIPOST for services. This outcome is in line with the positions of Adeoye & Ogunsanwo, 2019), and Ogunsanwo, & Adeoye, 2020). Agree that digital disruption is having

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a significant impact on the Nigerian postal industry, and leading to a decline in patronage. They found that NIPOST is facing a number of challenges as a result of digital disruption, including declining revenue, increased competition, and outdated infrastructure, and that NIPOST is not adequately prepared to meet the challenges posed by digital disruption.

This new study also discovered that NIPOST has been significantly affected by digital disruption. The digital disruptions have also impacted NIPOST's financial performance, with revenues declining in recent years. This underscores the need for NIPOST to diversify its revenue streams and tap into new growth opportunities in the digital economy. This finding resonates with the work of Ibanga (2019) who analysed the impact of XXXecognizedXXXnXXXn on the postal sector, and how postal services are adapting to the new reality. He cites a study by the Universal Postal Union (UPU) that found that the volume of physical mail has declined by 20% since 2007, and that this trend is expected to continue.

Likewise, Gyem (2018), XXXecognized the importance of technology adoption for the postal sector. He argues that postal services need to adopt new technologies in order to remain competitive and to meet the needs of their customers. He cites a study by the World Bank that found that postal services that have adopted new technologies have seen an increase in revenue and efficiency. The BusinessDay (2019) newspaper highlights the challenges facing NIPOST, including low investment, obsolete infrastructure, and a poorly motivated workforce. It argues that NIPOST needs to adopt new technologies and improve its service delivery in order to become more competitive.

The fore goings show the impact of digital disruption on NIPOST. Some studies` findings display NIPOST has been significantly affected by digital disruption, while others find that the impact has been less severe. However, there is no doubt that digital disruption is a major challenge for NIPOST, and the XXXecognizedXXXn will need to adapt to the new reality in order to survive.

Lastly, this study revealed that NIPOST has been slow in adopting digital technologies, which has put the XXXecognizedXXXn at a disadvantage compared to its competitors. This has resulted in a decline in traditional mail volumes, as customers increasingly rely on digital means of communication. However, the findings also suggest that NIPOST has XXXecognized the need to adapt to changing market dynamics and has begun to leverage digital technologies to enhance its services.

Hence, BusinessDay newspaper discusses the challenges facing NIPOST, including its slow adoption of digital technologies. It cites a number of factors for NIPOST's slow adoption of digital technologies, including low levels of investment, obsolete infrastructure, and a dysfunctional internal system. The International Postal Corporation- IPC (2021) also reiterates the impact of digital disruption on the Nigerian postal industry. It notes that NIPOST has been slow to adopt digital technologies, and that this has put the company at a competitive disadvantage. There is need for NIPOST to have the political will, funding, and technical expertise for it to succeed.

V. Conclusion

The Nigerian Postal Service (NIPOST) has faced significant challenges and disruptions due to the emergence of digital technologies. These disruptions have impacted traditional mail delivery services and forced NIPOST to adapt to changing market dynamics. The findings of this paper indicate that NIPOST has been slow to adopt digital technologies, which has put the organisation at a disadvantage compared to its competitors. However, the study also highlights the potential opportunities for NIPOST to leverage digital technologies to enhance its operations and services.

NIPOST can tap into new growth opportunities in the digital economy by expanding its e-commerce services, financial services, and data analytics services, as well as offering value-added services to its customers. However, to achieve this, NIPOST needs to develop a comprehensive digital strategy that aligns with its overall business objectives and customer needs.

This paper underscores the importance of digital transformation for traditional organisations like NIPOST, which must adapt to changing market dynamics to remain competitive. It is imperative for NIPOST to embrace digital disruption and leverage new technologies to enhance its services and diversify its revenue streams. By doing so, NIPOST can remain relevant in a rapidly changing market and continue to provide vital services to the Nigerian public.

Recommendations

Based on the findings of this study, the following recommendations were made.
1. Nigerians should massively patronise NIPOST`s services so as to keep the postal industry afloat.
2. NIPOST should invest in new technologies, such as digital mail delivery and mobile payments, to enhance the organisation's service offerings. It should also invest in training and development programmes to up skill employees in digital technologies and equip them with the knowledge and skills necessary to meet the demands of a digital economy.
3. NIPOST should speedily leverage digital innovations to enhance its operations and services, so as to improve customer satisfaction.

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